Meeting Minutes - DRAFT

Media and Communications Committee

Location: Council Conference Room 3:30 p.m., Wednesday, April 22, 2009

Welcome and Introduction. Chairwoman Nancy Gardner convened the meeting at 3:30 p.m. The following persons were in attendance:

Committee members

- Council Member Nancy Gardner (Chair)
- Mayor Pro Tem Keith Curry
- Council Member Steve Rosansky
- Don Boortz
- Dan Wampole

City Staff

- Tara Finnigan, Public Information Manager
- Marilee Jackson, Public Information Officer
- Cathy Wolcott, Part-Time Deputy City Attorney
- Homer Bludau, City Manager
- Steve Badum, Public Works Director
- Paul Malkemus, IT Manager
- Kim Rieff, Department Assistant

2. Approval of Minutes

The October 20, 2008, minutes were approved.

3. Public Comments

No Comments.

4. Communication Activities Update

Ms. Finnigan distributed a copy of the new website home page layout. She said project is still on schedule, the design is finished; all the departments worked on a site map of content that will be migrated to the new site. The consultant will test the site this week and next week to make sure everything is working and if so, staff will be trained in late May or early June. The project is on schedule to be launched in July. The committee had a discussion over wording on the home page.

Ms. Finnigan briefly discussed AlertOC, the County's 911 emergency call-out system. The Fire Department plans to test it on May 21st.

Ms. Finnigan said that the Media Policy is working well and the departments are following it.

Ms. Finnigan said the next City Manager's resident newsletter will be out soon. The issue will include the Council 2009 priorities.

Ms. Finnigan said staff has been assisting with community outreach for large events like the OC Marathon.

Ms. Finnigan announced that Ms. Jackson has taken over as the Census Bureau liaison. The Census Bureau was presented with a proclamation because they will be working in the community over the next year to get the Census taken.

Ms. Finnigan said she has been working with Council Member Henn on Oceanfront Safety.

5. <u>Discussion Items –</u>

AT&T Project Lightspeed

Chairwoman Gardner asked the committee if it's comfortable waiting for AT&T to approach the City when ready or whether it would prefer to be more proactive in pursuing it.

Mayor Pro Tem Curry recused himself from the AT&T discussion due to conflict. Chairwoman Gardner also recused herself due to a potential conflict.

Mr. Badum said he's still waiting for a response from AT&T as to why the utility boxes can't be placed underground.

Website Policy

Ms. Wolcott distributed a memo regarding the City's website policy issues and the committee discussed the issues. She said the safest approach is to maintain the website as a non-public forum.

NBTV Programming

Ms. Jackson distributed a draft of three NBTV Mission Statements for the committee to review.

In response to Chairwoman Gardner, Ms. Jackson said she would like to see the committee move forward on the NBTV Policy.

Ms. Jackson said if there are other program interests the committee would like to pursue they can be placed on a future agenda for discussion.

6. <u>Items for Next Agenda</u>

- Website Policy
- ➤ Continue NBTV Programming Discussion

7. Adjourn & Set Next Meeting Date

The meeting was adjourned at 5:00 p.m. The next meeting will be held on May 20th.